HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

to create a 'must-have' reaction from your ideal clients

HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

so you can confidently talk about it, promote it, and invite people to join

HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

in a way that makes people go bonkers for it

HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

so you can start filling your program today!

YOU'LL WALKAWAY WITH:

- How to make your program sound irresistible - even if this is your first one

- A proven way to get people interested in your program without writing a big, long sales page or launch sequence (perfect if you want to fill it fast!)

- My personal templates for whipping up program titles & descriptions in 20 minutes or less



JENN MAYERS VAIDYA

Conversion Copywriter

Over the last 8 years, I've…

- Helped hundreds of people write enticing marketing materials with my exclusive copywriting trainings inside high-end masterminds
- Been featured in Forbes for high-converting emails
- Helped my clients generate over $15 million in sales

PROGRAM TITLES

PROGRAM TITLES

what is a program title?

NOT a place to highlight how you do what you do

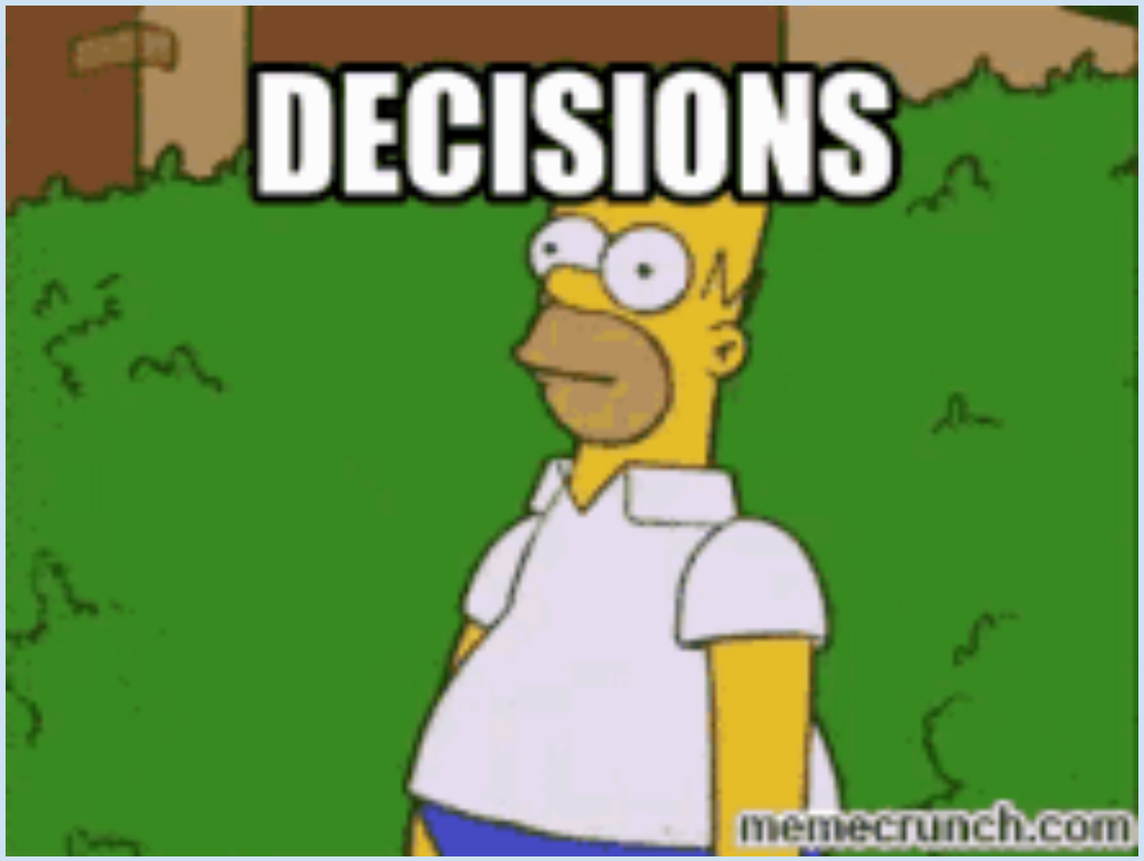
NOT about being clever or cute

NOT about you

#1 BIGGEST MISTAKE:

Naming the Program About The Process or What The Course Creator Thinks is Most Valuable

instead of the big outcome that your dream client sees as most valuable


DECISIONS
memecrunch.com

Your Program Title is a Decision Point.

TITLE TIPS

- Relates to **your dream buyer**
- Speaks to a **clear outcome** (an outcome they know they want)
- **Drilled down to 3 words or less**
- Makes sense to a cave man **(simple, clear, direct)**

SIMPLE PROGRAM TITLES TO FOR YOUR AWESOME OFFER

TEMPLATE	EXAMPLE
{Desired Outcome Adjective} + {Topic}	Revved Up Romance For 50+ Couples High Profit Programs Healthy, Happy Weight Loss
{Topic} + {Structure}	Money Making Program Blueprint The Confident Copy Club Fast Freebie Formula
{Program Topic} That {Desired Outcome}	Hot Love That Lasts Neck & Shoulders That Relax Riveting, Relatable Stories That Sell
{Who They'll Become}	CEO Diva Rising Stars Inbox Celebrity
{Big Desired Outcome}	Get Clients From Facebook Square In The Saddle In 7 Weeks Dream Clients Now

FABULOUS!



PROGRAM DESCRIPTIONS

PROGRAM DESCRIPTIONS

A.K.A How I was able to fill my first program without having a title

PROGRAM DESCRIPTIONS

A.K.A How to talk about your program so you can start filling your program TODAY

TEMPLATE

I'm thinking of creating a program for {ideal buyer} about {insert program topic}.

Comment a "🙌" if that's something you'd be interested in.

Grab a piece of paper.

1. Who is the ideal buyer for your offer? (Keep it SIMPLE)

2. What's the big outcome people will get — that they know they want — when they take your program and apply what they learn?



EXAMPLE

I’m thinking of creating a program for children book authors about how to get publishing houses to ask and sign them for multiple-book contracts.

Comment a “📚” if that’s something you’d be interested in.

EXAMPLE

I’m thinking of creating a program for stay at home moms about how to start an Etsy Store Side Hustle to make an extra $2,000 or more each month.

Comment a “🙌” if that’s something you’d be interested in.

EXAMPLE

I’m thinking of creating a program for physical therapists about how to attract 5-10 new paying clients each month.

Comment a “🏆” if that’s something you’d be interested in.

EXAMPLE

I'm thinking of doing a quick, 25-minute training for course creators about how to come up with hot programs titles.

Comment a "🙌" if that's something you'd be interested in.

PRODIGIOUS!



RECAP

PROGRAM TITLES

- **Program Titles are a Decision Point.** They are NOT the place to talk about you or how you do what you do.
- **Start from the t.o.m. problem** it solves.
- **Make it 5 words or less.** 3 or less is better.
- **Keep it Cave Man** (simple, clear, direct)

PROGRAM DESCRIPTIONS

- **Make It Simple:**

I'm thinking of creating a program for {ideal buyer} about {insert program topic}.

Comment a "🙌" if that's something you'd be interested in.

- **Use it Today...** On social media or to your email list and see who's interested in joining

ChatGPT

Call To Action #4

1. Your audience
2. “Top of mind” problem your program solves
3. Working title
4. Short description

High Profit Programs Live Event - Day 2